

Keywords

Definitions

A

above the fold

the section of a Web page that is visible without scrolling.

ad blocking

the blocking of Web advertisements, typically the image in graphical Web advertisements.

ad space

the space on a Web page available for advertisements.

Add URL

(see Search Engine Submission)

Address

Please refer to URL.

advertising network

a network representing many Web sites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys.

Adwords

A system used by Google to drive its CPC [Cost Per Click] advertising system.

affiliate

the publisher/salesperson in an affiliate marketing relationship.

affiliate directory

a categorized listing of affiliate programs.

affiliate forum

an online community where visitors may read and post topics related to affiliate marketing.

affiliate fraud

bogus activity generated by an affiliate in an attempt to generate illegitimate, unearned revenue.

revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model.

affiliate marketing

the advertiser in an affiliate marketing relationship.

affiliate merchant

affiliate network

a value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates. software that, at a minimum, provides tracking and reporting of commission-triggering actions (sales, registrations, or clicks) from affiliate links.

affiliate software

This is the name of the browser/spider that is currently visiting a page.

Agent Name

Mathematical formula used to rank web sites.

Algorithm

HTML attribute that provides alternative text when non-textual elements, typically images, cannot be displayed.

ALT text

One of the most popular search engines in the earlier development of the internet. Now barely used, and owned by Yahoo!

Altavista

Anchor Text

This is the actual text part of a link. It can be used heavily by search engines as a ranking factor.

animated GIF

a graphic in the GIF89a file format that creates the effect of animation by rotating through a series of static images.

anonymous FTP

an option in FTP that allows users to download files without having to establish an account.

Apache

an open source web server software.

application service provider

provider of applications/services that are distributed through a network to many customers in exchange for a stream of smaller payments as opposed to one fixed, upfront price.

ASP Hosting

Web hosting that supports Active Server Pages, a server-side scripting environment from Microsoft.

autoresponder

a program that sends an automatic form response to incoming emails.

B

B2B business that sells products or provides services to other businesses.

B2C business that sells products or provide services to the end-user consumers.

Back Link A link from one website to another.

bandwidth how much data can be transmitted in a time period over a communications channel, often expressed in kilobits per second (kbps).

banner ad a graphical web advertising unit, typically measuring 468 pixels wide and 60 pixels tall (i.e. 468x60).

banner blindness the tendency of web visitors to ignore banner ads, even when the banner ads contain information visitors are actively looking for.

banner exchange barter network where participating sites display banner ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.

beyond the banner to exchange goods or services directly without the use of money.

Blind Traffic online advertising not involving standard GIF and JPEG banner ads.

blog Low quality traffic that is usually generated by mis-leading advertising, spam, and traffic from any market segment.

bookmark A frequent, chronological publication of personal thoughts and Web links.

browser a link stored in a Web browser for future reference.

(see Web browser)

burstable bandwidth a hosting option that allows sites to use the available network capacity to handle periods of peak usage.

business hosting Web hosting geared towards the mission-critical functions demanded by business-class customers.

button ad a graphical advertising unit, smaller than a banner ad.

button exchange network where participating sites display button ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.

C

caching the storage of Web files for later re-use at a point more quickly accessed by the end user.

cascading style sheets (CSS) a data format used to separate style from structure on Web pages.

click-through the process of clicking through an online advertisement to the advertiser's destination.

click-through rate(CTR) The average number of click-throughs per hundred ad impressions, expressed as a percentage.

Click Tracking Using scripts to track clicks into and out from a website. Also can be used to shield a link from being picked up as a back link to another site.

Cloaking method of delivery that changes which page is displayed depending on the user asking for the page. This process is used by unscrupulous webmasters to deliver highly optimized pages to search engines while end users see a different page. Such practice is c

Clustering In search engine results page, clustering is limiting a website to appear once or twice in the results.

ColdFusion hosting Web hosting that supports ColdFusion, a web application language introduced by Allaire and currently owned by Macromedia.

Colocated Hosting When one party houses their web server(s) at another company's location for Internet connectivity.

Comment Tag conversion rate	An HTML tag that is invisible to end-users, but can be picked up by search engines. the percentage of visitors who take a desired action.
cookie	information stored on a user's computer by a Web site so preferences are remembered on future requests.
cost per click (CPC)	the cost or cost-equivalent paid per click-through.
cost per-action (CPA)	online advertising payment model in which payment is based solely on qualifying actions such as sales or registrations.
Counter	Program that tracks the number of impressions to a webpage.
CPA	Cost per Action. Paid when a certain action is performed by a user
CPC	Cost per Click. Paid when a link is clicked upon.
CPM	cost per thousand impressions.
Crawl	This is the process by which a search engine indexes web pages into its database. Please refer to spider for more information.
Crawler	Please refer to spider.
Cross Linking	Multiple sites all linking to each other
CSS	Cascading Style Sheet. Used to easily manipulate and effect the design of a webpage.
customer acquisition cost	the cost associated with acquiring a new customer.
D	
data transfer	The total amount of outbound traffic from a website*, typically measured in gigabytes (Gb).
Dead Link	A link to a page that does not exist, probably because the page no longer exists, the page has moved, or the server is down. Automated programs can be used to check your website to ensure such dead links do not exist. A dead link leads to a '404 error pag
De-listing	This means that your website is now removed from a search engine's index. There are several possible reasons for this, including extended downtime and techniques perceived by search engines to be 'spam.'
dedicated hosting	hosting option whereby the host provides and is responsible for the equipment, dedicating an entire server to the client's websites.
dedicated IP	an IP address dedicated to a single website.
deep linking	linking to a web page other than a site's home page.
deep Web	(see invisible Web)
Description	Pretty self-explanatory, it is descriptive text which concisely explains the purpose of a page. A meta tag exists for this, and is used by some search engines when displaying the page as a result in SERPs.
description tag	an HTML tag used by Web page authors to provide a description for search engine listings.
directory	see web directory
disintermediation	the elimination of intermediaries in the supply chain, also referred to as "cutting out the middlemen."
Disk Space	The amount of hard drive space on the server that is available to your websites.
DMOZ	Please see Open Directory Project.

DNS	Domain Name System, a distributed directory used to translate between IP addresses and domain names.
domain name	location of an entity on the Internet.
Domain Parking	Providing a nameserver for domains that do have their own hosting yet.
doorway domain	a domain used specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main domain.
doorway page	a page made specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main content.
Dynamic Content	This is a webpage that changes its content depending on database information or user settings. A scripting language such as PHP or ASP is usually used to bring about such a result. Search engines are now advanced enough to index such pages, but dynamic va
Dynamic Page	Please refer to dynamic content.
E	
Ecommerce Hosting	A hosting plan option that allows a merchant to accept orders online.
email	the transmission of computer-based messages over telecommunication technology.
Email Forwarding	Automatically sends email messages from one email address to another email address.
Email Hosting	Web hosting plan that allows users to send and store email, may or may not come with hosting for a website.
email marketing	the promotion of products or services via email.
email spam	unwanted, unsolicited email.
Entry Page	Please refer to doorway page
exclusivity	contract term in which one party grants another party sole rights with regard to a particular business function.
ezone	an electronic magazine, whether delivered via a Web site or an email newsletter.
ezone directory	directory of electronic magazines, typically of the email variety.
F	
favicon	a small icon that is used by some browsers to identify a bookmarked Web site.
favorite	(see bookmark)
FFA	free-for-all links list, where there are no qualifications for adding a link.
Firewall	A security system that prohibits unauthorized access to a network.
first - mover advantage	a sometimes insurmountable advantage gained by the first significant company to move into a new market.
Flash	multimedia technology developed by Macromedia to allow much interactivity to fit in a relatively small file size.
forum	an online community where visitors may read and post topics of common interest.
frames	a structure that allows for the dividing of a Web page into two or more independent parts.
free	without monetary cost.
Free Web Hosting	Web hosting offered without monetary cost.

frequency cap

restriction on the amount of times a specific visitor is shown a particular advertisement.

FrontPage Extensions

A set of server add-ons scripts and programs that enable the special functions of Microsoft FrontPage.

FrontPage Hosting

A web hosting plan that supports FrontPage, a WYSIWYG (what you see is what you get) website building tool from Microsoft.

FFA

Free For All. Usually denotes a page where a link can be added by anyone. Commonly used to harvest your email for spam.

Filter Word

Please refer to stop word.

Flash Page

Please refer to splash page

Frames

This is an HTML technique which allows a webmaster to display two or more separate web pages within a single browser screen. Sites using frames are quite problematic for search engines to crawl and may not be indexed properly. Search engines often will on

FTP

File Transfer Protocol, protocol used to transfer files over the Internet.

G

Gateway Page

please refer to doorway page.

GIF89a

(see animated GIF)

guerilla marketing

unconventional marketing intended to get maximum results from minimal resources.

GoogleBot

Spider used by Google to index webpages

guerilla marketing

unconventional marketing intended to get maximum results from minimal resources.

H

Header / Headings

These are standard HTML tags such as <h1> and <h2>. Most search engines give extra weight and importance to text found within these tags. It is also considered good practice to use headings within your website.

Header Tag

Denoted by <head> and </head>. The content inside is usually used to identify page title, external file loads, and also META tags.

Hidden Text

Text on a website that is hidden to humans but is visible to search engines. Simple tricks such as using the same background color for the text color, or more elaborate ones using CSS-P can be used to obtain this effect. All search engines see hidden text

High Bandwidth Hosting

Web hosting with capacity to handle higher-than-average traffic volumes.

hit

request of a file from a Web server.

home page

the main page of a Web site.

house ad

self-promotional ad a company runs on their own site/network to use unsold inventory.

HTML

This is an acronym of HyperText Markup Language - it is the primary markup language used to create websites.

HTML banner

a banner ad using HTML elements, often including interactive forms instead of (or in addition to) standard graphical elements.

HTML email

email that is formatted using Hypertext Markup Language, as opposed to plain text email.

hybrid model

a combination of two or more online marketing payment models

I	
IIS	Internet Information Services, a web server software from Microsoft.
impression	a single instance of an online advertisement being displayed.*
inbound link	a link from a site outside of your site.
incentivized traffic	visitors who have received some form of compensation for visiting a site.
Inktomi	Owned by Yahoo!, this is a database of search results used to power various websites.
interactive agency	an agency offering a mix of Web design/development, Internet advertising/marketing, or E-Business/E-Commerce consulting.
interstitial	an advertisement that loads between two content pages.
invisible Web	the portion of the Web not indexed by search engines.
IP Address	Internet Protocol Address, a number used to uniquely identify a computer or device on an internal network or the Internet.
IP Spoofing	The process of hiding your real IP Address and making it appear to be of a different IP address.
J	
JavaScript	a scripting language developed by Netscape and used to create interactive Web sites.
K	
keyword	a word used in a performing a search.
keyword density	keywords as a percentage of indexable text words.
Keyword Domain Name	A technique that is seen as spam to some, such a domain usually has all target keywords embedded in the domain name, and usually separated by hyphens. An example would be www.buy-blue-red-green-cheap-widgets.com .
keyword marketing	putting your message in front of people who are searching using particular keywords and keyphrases.
Keyword Phrase	Just like keyword, this is simply a multi-word keyword.
keyword research	the search for keywords related to your Web site, and the analysis of which ones yield the highest return on investment (ROI).
Keyword Stuffing / Spamming	The process of repeating keywords or key phrases in meta tags and body text. This can result in keyword densities over 50%, and is seen as spam by most search engines.
keywords tag	META tag used to help define the primary keywords of a Web page.
L	
link checker	tool used to check for broken hyperlinks.
link popularity	a measure of the quantity and quality of sites that link to your site.
link text	the text contained in (and sometimes near) a hyperlink.
linkrot	when Web pages previously accessible at a particular URL are no longer reachable at that URL due to movement or deletion of the pages.
Linux Hosting	Web hosting that supports Linux, an open source operating system that was derived from Unix.
Load Balancing	Dividing the load of a single website or service over several web servers.
Log Analyzer	A program that takes a server's "raw" log file data and summarizes it into easily-understood reports.

log file	file that records the activity on a Web server.
long domain name	domain names longer than the original 26 characters, up to a theoretical limit of 67 characters (including the extension, such as .com).
M	
manual submission	adding a URL to the search engines individually by hand.
marketing	< link to definitions >
marketing plan	the part of the business plan outlining the marketing strategy for a product or service.
media kit	a resource created by a publisher to help prospective ad buyers evaluate advertising opportunities.
Meta Search	This is a way of searching in which results are taken from various sources and then consolidated into a single SERP.
meta search engine	a search engine that displays results from multiple search engines.
META tag generator	tool that will output META tags based on input page information.
Meta Tags	Meta tags are HTML entities which are placed within the <head> section of a webpage. The most common, and most relevant to search engines, are the KEYWORDS and DESCRIPTION tags. The KEYWORDS tag is used to place emphasis on specific keywords that the auth
Mirror Sites	Multiple copies of a site, usually for redundancy and on different servers, are called mirror sites. Registering such sites can be seen as spam by some search engines, and it wise to let only the primary site be crawled.
Misspellings	People will often misspell words when searching for them. Often, intelligent marketers will also optimize sites for misspellings in order to capture this sort of traffic.
moderator	at a forum, someone entrusted by the administrator to help discussions stay productive and within the guidelines.
mousetrapping	the use of browser tricks in an effort to keep a visitor captive at a site, often by disabling the "Back" button or generated repeated pop-up windows.
Multi-Domain Plan	A web hosting plan option that allows multiple domain names to share the resources of the single hosting account.
N	
.NET Hosting ("dot net")	Web hosting that supports .NET, an application framework by Microsoft.
navigation	that which facilitates movement from one Web page to another Web page.
netiquette	short for network etiquette, the code of conduct regarding acceptable online behavior.
network effect	the phenomenon whereby a service becomes more valuable as more people use it, thereby encouraging ever-increasing numbers of adopters.
O	
Open Directory Project	Also known as DMOZ. This is a very large directory run by volunteers. This database is used by many websites on the internet.
opt_in_email	email that is explicitly requested by the recipient.
opt_out	type of program that assumes inclusion unless stated otherwise. (2) to remove oneself from an opt-out program.

outbound link

A link to a site outside of your site.

Optimization

Please refer to search engine optimization.

Overture

The original leader in PPC Engines, now owned by Yahoo! Delivers PPC results to many search engines.

P

Page Popularity

please refer to link popularity.

page view

request to load a single HTML page.

pagejacking

theft of a page from the original site and publication of a copy (or near-copy) at another site.

PageRank

A technical asset of Google, it is an exponential-based value that signifies importance of a webpage. Google allows one to view a site's PR [on an exponential 10-base] using their toolbar.

pass-along rate

the percentage of people who pass on a message or file.

pay per click (PPC)

online advertising payment model in which payment is based solely on qualifying click-throughs.

pay per click search engine (PPCSE)

search engine where results are ranked according to the bid amount and advertisers are charged only when a searcher clicks on the search listing.

pay per lead (PPL)

online advertising payment model in which payment is based solely based on qualifying leads.

pay per sale (PPS)

online advertising payment model in which payment is based solely based on qualifying sales.

payment threshold

the minimum accumulated commission an affiliate must earn to trigger payment from an affiliate program.

permission marketing

marketing centered around getting customer's consent to receive information from a company.

PFI

Short of Pay for Inclusion. Used by various search engines that guarantees that your site will be listed in a search engine database. Google is a notable exception that does not 'offer' such a service.

PHP Hosting

Web hosting that supports PHP: Hypertext Preprocessor, an open source server-side scripting language.

Placement

Please refer to ranking.

pop - under ad

an ad that displays in a new browser window behind the current browser window.

pop-up ad

an ad that displays in a new browser window.

Popup

Unrequested window that opens on top of the currently viewed window.

Portal

This is a generic term which refers to an entry website for a large population of users. This includes directories such as Yahoo! And search engines such as Google. In a more specific context, a portal is a website that is the leading authority on a speci

Positioning

Please refer to ranking.

PPC Engine

Search Engine' whose results are driven by PPC [paid per click] listings. Essentially all the search results are of CPC type.

R

Ranking rate card
This refers to the process by which search engines display websites so that the most relevant websites appear on the top. Search engine optimization is a technique by which high rankings may be obtained. document detailing prices for various ad placement options.

Raw Logs reciprocal links rectangle ad
Another name for a server's log files, the line-by-line activity of a server, not the summaries of this activity. links between two sites, often based on an agreement by the site owners to exchange links. any one of the large, rectangular banner sizes suggested by the IAB.

Referrer
The referrer is the URL of the web page that a user was at before reaching yours. The server's logs capture referral URLs and store them in their log files. Furthermore, if a user used a search engine to find your website, the key phrases they used to find

Registration
Please refer to submission service

rep firm
ad sales partner specializing primarily in single-site sales.

Reseller Hosting
Arrangement whereby a company selling hosting to consumers uses the datacenter and equipment of another company.

return days rich media
the number of days an affiliate can earn commission on a conversion (sale or lead) by a referred visitor. new media that offers an enhanced experience relative to older, mainstream formats.

Robot
This is an automated program that automatically traverses the Web's hypertext structure by retrieving a document, and recursively retrieving all documents that are referenced. Please refer to spider for more information.

Robots.txt
This is a text file that is used to control spiders that visit your website. Only spiders that conform to the Robots exclusion standard will obey the contents of the robots.txt file. This file allows you to grant and exclusive access to certain folders, f

ROI
Short for *return on investment*.

run of network (RON)
ad buying option in which ad placements may appear on any pages on sites within an ad network.

run of site (ROS)
ad buying option in which ad placements may appear on any pages of the target site.

S

SE
Short for search engine.

search engine
a program that indexes documents, then attempts to match documents relevant to the users search requests.

search engine optimization
the process of choosing targeted keyword phrases related to a site, and ensuring that the site places well when those keyword phrases are part of a Web search.

search engine spam
excessive manipulation to influence search engine rankings, often for pages which contain little or no relevant content.

search engine submission
the act of supplying a URL to a search engine in an attempt to make a search engine aware of a site or page.

Search Query	A word or collection of words (phrase) that are passed on to a search engine in order to find relative sites.
search spy	a perpetually refreshing page that provides a real-time view of actual Web searches.
Search Term	please refer search query
self-serve advertising	advertising that can be purchased without the assistance of a sales representative.
SEM	Short for <i>search engine marketing</i> . This refers to a more encompassing search engine strategy which includes search engine optimization and use of PPC Engines to maximize ROI from search engines.
SEO	see search engine optimization
SERP	Short form search engine results page, SERPs are the actual results returned to the user based on their search query.
Setup Fee	A one-time fee paid by a hosting client to at the beginning of a new hosting contract.
Shared Hosting	Hosting option whereby several client websites are housed on and share the resources of a web server.
Shared IP	An IP address shared by multiple websites.
shopping cart	software used to make a site's product catalogue available for online ordering, whereby visitors may select, view, add/delete, and purchase merchandise.
sig file	a short block of text at the end of a message identifying the sender and providing additional information about them.
Site Map	This is a web page that links to all pages found on your website in an intelligent and coherent manner.
Site Monitoring	Such a page is excellent resource in getting a search engine to spider all pages found within a website.
site search	A service that regularly checks a site and alerts the administrator in the event of a problem. search functionality specific to one site.
Site Submission	This is the actual process by which a site is directly submitted to a search engine for inclusion into their database. Some search engines charge a certain amount for 'guaranteed inclusion' into their search index.
skyscraper ad	an online ad significantly taller than the 120x240 vertical banner.
Slurp	Search engine spider used by Inktomi.
spam	inappropriate commercial message of extremely low value.
Spamdexing	please refer spamming
Spamming	While spamming is generally used to refer to unsolicited bulk mail, spamming in regards to search engines refers to the process of manipulating search engines in order to obtain higher rankings. Such techniques are not tolerated by search engines and if c
splash page	a branding page before the home page of a Web site.
Spider	A robot sent out by search engines to catalogue websites on the internet. When a spider indexes a particular website, this is known as 'being spidered'.

Spidered	Please refer to spider.
Splash Page	While being similar to a doorway page, the purpose of a splash page is more artistic - a grand entry way to a website. The use of a splash page is poor design and not good for proper search engine optimization. advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordinated beyond-the-banner placements.
sponsorship	Spoofing is deliberately tricking a search engine spider. Please refer to spamming and cloaking for more information.
Spoofting	
SSL	Secured Sockets Layer, a protocol enabling encrypted, authenticated communication over the Internet
Stemming	Variations of a root word. For example, using the query 'write', stemming might also result in returns for 'writing' and 'writes.'
stickiness	the amount of time spent at a site over a given time period.
Stop Word	A stop word is a common word that is ignored by search engines because it does not add to relevancy. Words such as 'the', 'it', 'a', and 'for' are considered stop words are ignored by many search engines. Services that submit your website to search engines for inclusion are referred to as submission services. These can be either automated programs or manual hand submission. This is un-needed if your site is properly optimized.
Submission Service	an affiliate capable of generating a significant percentage of an affiliate program's activity.
super affiliate	
surround session	advertising sequence in which a visitor receives ads from one advertiser throughout an entire site visit.
T	
T1	A transmission line capable of transferring data at 1.544 Mbps.
T3	A transmission line capable of transferring data at 44.746 Mbps.
text ad	advertisement using text-based hyperlinks.
text link exchange	network where participating sites display text ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.
Title	The title of a page is the string of text found between the <title></title> tags in the header of an HTML document. This text is not displayed directly on the website, but is often seen in the title of the browser being used. While the title is often dupl
title tag	HTML tag used to define the text in the top line of a Web browser, also used by many search engines as the title of search listings.
Traffic	This refers to the visitors that visit a website.
trick banner	a banner ad that attempts to trick people into clicking, often by imitating an operating system message.
two tier affiliate program	affiliate program structure whereby affiliates earn commissions on their conversions as well as conversions of webmasters they refer to the program.

U

underdelivery delivery of less impressions, visitors, or conversions than contracted for a specified period of time.
unique visitors individuals who have visited a Web site (or network) at least once in a during a fixed time frame.
Unix Hosting Web hosting that supports Unix, an operating system that comes in several proprietary versions.

Unlimited Bandwidth A claim that users of a hosting plan will not be charged extra fees for very high levels of data transfer. *
Uptime Guarantee An assurance that a hosting company's uptime will meet an agreed-upon percentage.
URL location of a resource on the Internet.
usability (see Web site usability)

V

vertical banner a banner ad measuring 120 pixels wide and 240 pixels tall.
viral marketing marketing phenomenon that facilitates and encourages people to pass along a marketing message.
volunteer directory a Web directory staffed primarily by unpaid volunteer editors.

W

Web browser a software application that allows for the browsing of the World Wide Web.
Web design the selection and coordination of available components to create the layout and structure of a Web page.
Web directory organized, categorized listings of Web sites.

Web hosting the business of providing the storage, connectivity, and services necessary to serve files for a website.
Web Mail Email that is accessed via a web browser.
Web ring a means for navigating a group of related sites primarily by going forward and backward.

Web Server A computer that stores web pages and delivers them on request to the web browsers of client computers.
Web site traffic the amount of visitors and visits a Web site receives.
Web site usability the ease with which visitors are able to use a Web site.
whois a utility that returns ownership information about second-level domains.
Windows Hosting Web hosting that supports any version of Windows, a family of operating systems by Microsoft.

X

XML Short for eXtensible Markup Language, XML promises more efficient and organized delivery of data over the internet. XHTML is the XML version of HTML.